

CROSSROADS

TRADE
DEVELOPMENT
ALLIANCE
of
GREATER
SEATTLE

Vol. X, no. 2
Summer 2006

It's Got Style International Study Mission to Melbourne

Adapted from Mission Trip Report

"He's cool and he's wild and we like his style." The lyrics refer to John So, the wildly popular Lord Mayor of Melbourne, and are from a rap song recently penned in his honor, "John So, He's my Bro." But they could just as easily describe the Melbourne region—a metropolis that has been rated one of the most livable in the world and is known for its innovation and openness. It is also a region with many ties to and commonalities with the Greater Seattle region.

It may seem that Melbourne is fortuitous with its livability, strong economy and vibrant spirit. It may seem that this good fortune is but happy happenstance. But during the week in Melbourne and Victoria it appeared as if nothing happened by accident. It seemed the region had a strategic plan for just about everything—transportation,

Continued on page 3



Red Carpets Are Us Heads of State Visit Greater Seattle

If you are wondering where the local protocol people are in Greater Seattle, they're out getting the red carpet steam cleaned. That's because the Greater Seattle region has been host to a steady stream of visiting dignitaries, including prime ministers and presidents. In just the last few months, the presidents of China and Mexico, as well as the Prime Minister of Denmark visited the Greater Seattle region. In the last year, the Prime Minister of Vietnam, President of Ireland, President of Uganda and President of Latvia have visited. The red carpet could use a cleaning, but it is still unfurled in welcome.

Why is the Greater Seattle region such a magnet for international dignitaries? One reason might be our many world recognized companies. Microsoft, of course, draws business and government leaders from around the world. However, it is not the only such magnet business in the region. In fact, the region has more worldwide

Continued on page 2



In This Issue:

New Members	6
Target Market Report	8
Patron Profile	10
Membership information	10
India Mission	11

State Visits -Continued from Page 1

recognized company brands than perhaps any other metropolitan area of its size. People around the world know Boeing, Starbucks, Amazon.com, Nintendo of America and many of our other world class companies. Plus, these companies are in sectors of the economy that are future oriented, the kinds of industries in which the rest of the world is interested.

When China's President Hu Jintao came to the Puget Sound region he wanted to start his trip

Presidents & Prime Ministers

*Some Dignitaries Who Have Visited
in the Last 12 Months:*

Prime Minister of Vietnam
President of China
President of Mexico
President of Ireland
President of Uganda
Prime Minister of Denmark
President of Latvia



in a place that is part of the new economy. In addition to that, however, he also wanted to come somewhere where he would be comfortable, a region that is international in its scope. The Greater Seattle region fits that description too.

We are the most international trade-dependent region in the United States. Washington State is the only state in the country that has a trade surplus with China. More than 60% of Microsoft's sales and over 70% of Boeing's are to overseas customers.

Our many ties to the world also draw leaders from both business and government. The region has many sister city relationships around the

world. The Washington State China Relations Council is the oldest and largest of its kind in the country. Our diverse population is a strength in increasing our already strong international trade sector. When business or government officials travel to our region they feel at home finding restaurants that serve their food, people that speak their language, arts offerings from their culture and companies doing business with their country.

When these heads of state come they do not just provide a great photo opportunity for our local media, they often bring business delegations and start long-term initiatives with our region. The visit of President Hu led to an announcement of the sale of Boeing planes to Chinese airlines. His visit is also leading to a long-term connection with our educational institutions with the establishment of a Confucius Center focusing on education here in our state, partially funded by the Chinese government. The Chinese also plan on providing a gift to the Seattle Chinese Garden.

When Danish Prime Minister Anders Fogh Rasmussen visited in June, he toured Zymogenetics, a biotech business with partial Danish ownership. The numerous internationally-owned companies located in the Greater Seattle region also draw our distinguished international visitors.

Of course, it is not just presidents and prime ministers who visit. The Greater Seattle region sees a steady stream of trade ministers, ambassadors and high level government and business officials from all over the world. The Trade Alliance has hosted more than 40 business delegations in just the last year alone.

The motorcades and pageantry are fun and exciting but there is real substance behind these visits. Because we are so tied to the world economy and because of our many international ties, the red carpet of Puget Sound will continue to be unfurled in the months and years ahead.



Melbourne ISM - Continued from Page 1

the arts, major events and opening up to the international community (especially to students).

For many Melbournians, Lord Mayor John So is seen as a symbol of this last facet, an openness to foreign cultures. Originally from Hong Kong, Lord Mayor So received the largest applause for public officials at the recently completed Commonwealth Games, a capstone in Melbourne's continuing efforts to attract major events to its region.

Perhaps Melbourne and Victoria are welcoming of outsiders because of their immigrant past



Seattle Mayor Greg Nickels gives a gift of Greater Seattle goodies (including Starbucks Coffee) to Lord Mayor John So

or because of their geographic isolation (what one speaker called, "the tyranny of distance"), they understand that to succeed in a globalized world they must work hard to connect with the outside. To bridge this despotism perhaps they were forced to think strategically, which required collaboration and innovation. Of course, collaboration is easier in Melbourne, where state government plays such a prominent role in policy making, reducing the competing governmental entities that are so common in the Greater Seattle region.

So, maybe it was a streamlined government structure rather than geography that lead to openness, strategizing and all the rest. Or maybe it was the other way around. Which came first? Chicken, meet egg. Either way, as was seen last year in Ireland, Melbourne is not resting on its laurels but continuing to plan for the future. As

Jim Peoples, Chair of the Chamber, said in reaction to what he saw and heard in Melbourne, "You've got to keep moving forward."

Strategic Planning

Melbourne keeps moving forward because it plans strategically for the future. Sometimes it seems they have a plan for everything.

The centerpiece of the region's strategic planning is the Melbourne 2030 plan, a strategy produced by the state government. The state government of Victoria is the key actor in the metro area and Melbourne 2030 is prepared by the state. The breadth of subjects in the strategy is interrelated and goes beyond land use, transportation and new economic development. The arts, tourism, greenhouse gas emissions and many other issues are tied together in the strategy. The important thing is not just that they have a strategy but that they implement it.

Transportation

Transportation is one of the key facets of strategic planning for the region. Melbourne and Victoria have a tram, rail and bus system (and, of course, cars) that are integrated and continue to be expanded to provide a true multi-modal transportation system. Trams run throughout the city and trains along major corridors. The bus system functions to connect cities within the area. There do not appear to be the inter-modal conflicts in Victoria that you sometimes see in the Greater Seattle area. It is not bus versus train or transit versus car. Rather, they see the various transporta-



Continued from Page 3

tion modes as part of a larger system.

Innovation

Melbourne has developed a reputation for being an innovative region, whether it is in the arts, transportation, economics or in a host of other ways. Innovation is a conscious decision for the region, part of its strategic planning. In fact, the state government has a department devoted to it—the Department of Innovation, Industry and Regional Development.

Of course, to have an innovative economy, you've got to have a talented workforce. Australia has one of the highest rates of graduation for students in technology in the world and the highest per capita in biotechnology.

Those workers will be needed for a high tech, innovative economy. Melbourne is home to 50% of Australia's aerospace industry and 40% of its pharmaceutical industry. Melbourne is also home to nine universities and numerous research institutes, which helps explain the region's high tech success since, as we have seen on other study missions, universities are major economic generators for high tech industries.

A Welcoming Region

Evidence of Melbourne's openness was all around us including in the officials who spoke to the delegation. Many of the speakers, Melbourne leaders in government and business, were originally from elsewhere. One was from our neck of the woods in Victoria, B.C. Others hailed originally from England, the United States, China (John So, he's my bro) or elsewhere. But they are

all now Melbournians, united in making the region a better place to live, visit and invest.

Melbourne is, like all of Australia, a region of immigrants, both from long ago and more recently. In fact, 20 percent of Victorians speak a language other than English at home. The region sees diversity as a strength.

Perhaps the prime example of this acceptance of other cultures is in their efforts to attract international students, an effort that has been

stunningly successful and effective. The delegation heard about Victoria's strategy for international students in depth from Margaret Gardner, vice chancellor and president at RMIT University. In introducing her, Dr. Susan Jeffords, vice provost for Global Affairs at the University of Washington, noted

how Victoria dwarfs our region in numbers of international students. More than 18,000 international students study at RMIT alone. At the UW the number is 2,500. For Washington State as a whole there are 10,000 international students. In other words, there are more international students at one educational institute in Victoria than in all of Washington.

Major Events/Arts and Sports

There is much to do in Melbourne for these international students, as well as for residents and visitors. That's because Melbourne has actively recruited major international events to its region. When Melbourne lost its bid to gain the 1996 Olympic Games it established a major events corporation designed to bring in international-level events to the metropolitan region. They continue to be stunningly successful over the years



Australian rules football: Sporting events are a big part of Melbourne life

and today there are hundreds of big-time events taking place in Melbourne from the Comedy Festival (the third-largest of its type in the world), to a Formula One race, the Australian Open and just this last March, the hosting of the Commonwealth Games. Both sports and arts are big here and Melbournians don't draw a dividing line between the two, recognizing that both add to the economy and spirit of the region.

Of course, even as we learned from what Melbourne and Victoria have done, delegates couldn't help but notice the many similarities between our two regions. Nor could we ignore the many ties that bind us.

It's not strange that our two regions have so many ties since despite our geographic distance, our two regions have much in common with each other. Both have high tech economies and are regarded for their high quality of lives. We are both known for our fine wines which are exported all over the world. We are both major port cities. In all of this we are far closer than a 17-hour flight, and even that flight, in the company of Boeing, also ties us together.

But just as we have so much in common, there are differences too. In Victoria, state government plays the preeminent governmental role in the metropolitan region. As we have seen during other study missions, government and business in Victoria appear to be on the same page on broad goals for the region.

Collaboration/State Government

Collaboration may be easier in Melbourne because of a more streamlined government. The state government of Victoria has most of the planning authority for the whole region. The delegation did not see competing governments with contradictory ideas and plans as is so often the case in our region. The state government domination really took off after the loss of the Olympics during the economic hard times of the

early 1990s. A combination of deregulation, government reform and aggressive infrastructure investment led to an economic boom that continues to this day. Former city executive Proust told of how in the 1980s there were 79 local councils in Melbourne and 290 in Victoria.

The massive layer

of local government was expensive and counter-productive. As a speaker later that day said, the Premier of Victoria essentially rescinded local democracy for a year and a half, installed some commissioners, made radical changes and today there are now 30 Melbourne local councils and 70 in Victoria as a whole.

Conclusion

During the week-long traveling classroom, delegates got a good view of how Melbourne works. It is a splendid view. Today, the city is seen as cool and wild and people like its style. During the trip, the Trade Alliance signed an agreement of cooperation with the City of Melbourne and Invest Victoria. The city and state are already planning reciprocal visits back to Greater Seattle. So, for Greater Seattle, Melbourne is our bro.



Bob Watt, VP of Government and Community Relations for Boeing, presents a bag of Greater Seattle gifts to Margaret Jackson, chair of Qantas Airways

New Members of the Trade Alliance

Baldwin M&A Partners LLC, formerly Baldwin & Associates, is Seattle's oldest private investment banking firm. Founding member of IMAP (International Merger & Acquisition Partners) and 50 member firms located across North America and Europe.

Banner Bank, founded in 1890, is a Washington state chartered commercial bank and a subsidiary of Banner Corporation, a \$3 billion bank holding company. Banner Bank now operates 58 full service branches and 11 loan offices in 24 counties in Washington, Oregon, and Idaho.

Cellhire USA, LLC, established in 1987, is a world leader in mobile communications providing clients and partners with innovative and competitive wireless solutions. Cellhire is represented around the world with offices throughout the US.

Global Trade Solutions, Inc. facilitates international offset trade between foreign governments, large international corporate sellers and corporations buying goods or setting up plants internationally.

Interact, Inc. is a leading provider of integrated business solutions, including marketing services and packaging, business process development, contact management services, fulfillment, warehousing and distribution.

KeyBank of Washington. Cleveland-based KeyCorp is one of the nation's largest bank-based financial services companies. Key companies provide investment management, retail and commercial banking, consumer finance, and investment banking products and services throughout the US and, for certain businesses, internationally.

Kor-Am Communications facilitates valuable communication between Koreans and Americans on a variety of levels—education, legal, government, business—through language, relocation and exchange services.

Merrill Lynch - Global Private Client Group is the wealth management division of Merrill Lynch. Jackson Huang has been working as a trusted Financial Advisor to private clients since 1997. He specializes in working with multinational families, US expatriates and corporate executives in the US and Asia.

Our Patron Members

ADTMC
AttachmateWRQ
*Baldwin M&A Partners L.L.C.
*Banner Bank
Benaroya Research Institute at Virginia Mason
Boeing Company
Davis Wright Tremaine L.L.P.
Denny Miller Associates
Fairmont Olympic Hotel
Fred Hutchinson Cancer Research Center
Kobe Trade Information Office
Lane Powell Spears Lubersky L.L.P.
Microsoft Corporation
Miller Nash L.L.P.
Pacific Northwest Advisors
Perkins Coie
Philips Medical Systems, Ultrasound



Merrill Lynch - Public Finance Group provides comprehensive funding solutions for public capital projects within the United States and across the globe. In addition to a broad focus on transportation and energy, the Seattle office of Merrill Lynch Public Finance has helped virtually every major governmental entity in the Pacific Northwest solve its project financing needs.

MKdenial.com The maze of regulations required for US companies to export are extremely complex, counter-intuitive, and administered by a variety of federal agencies with overlapping lines of jurisdiction. MKdenial.com offers the most current information to ensure 100% compliance with U.S. Government export laws.

Schwabe, Williamson & Wyatt, P.C. is one of the top law firms serving the needs of businesses in the Pacific Northwest, providing a broad range of transactional and litigation services to the Northwest's leading companies.

Tacoma Community College offers more than 40 study areas and 60 professional and technical degrees and certificates to choose from. A TCC education offers face-to-face encounters with a variety of cultures and learning styles. Nearly 200 international

Members

Preston Gates & Ellis L.L.P.
Regal Financial Bank
Rowley Enterprises, Inc.
Starbucks Coffee Company
State of Washington Department of
Community, Trade and Economic
Development (CTED)
*Stoel Rives L.L.P.
Swedish Health Services, International
Patient Services
The Commerce Bank
US Bank
Washington First International Bank
Wells Fargo HSBC Trade Bank
Westin Hotel, Starwood Hotels & World
Resort

* New Patron Member

students attend the college each quarter, and TCC offers study-abroad programs in many countries.

The Royal Asia Company Ltd. specializes in the development of resorts, golf courses and retirement communities in Thailand.

Travelex Commercial Foreign Exchange, the world's largest "non-bank" International Payments specialist, delivers a flexible range of outsourcing solutions specifically designed for Financial Institutions.

UW College of Arts & Sciences provides a liberal arts education to more than 27,500 students, teaches more than 50 languages and offers study abroad programs to London, Rome, Spain, Mexico, South Africa, Zimbabwe, and Prague. The Jackson School of International Studies encourages interdisciplinary, regionally-based analysis and research, in eight regional centers.

Vantage International, Inc. provides logistics solutions for domestic and international SMEs in the export/import of general goods. Services include rate negotiations and preparation of documents. Vantage International, Inc. has three offices worldwide in Melbourne, Vietnam and Seattle.

TDA thanks our Renewing Members

5+ Years with the Trade Alliance

Amalgamated Transit Union Local 587
Center for International Career Development
Central Washington University
City of Bellevue
Consulate General of the Republic of Korea
Consulate of New Zealand
Davis Wright Tremaine, L.L.P.
Denny Miller Associates
ELS Language Centers
Fred Hutchinson Cancer Research Center
HSBC Bank USA, N.A.
Kobe Trade Information Office
Lane Powell PC
Lease Crutcher Lewis
Microsoft Corporation
NBBJ
Perkins Coie
Pryde Corporation
Seattle University
Sound International, Inc.
Swedish Medical Center, International Patient Services
Taipei Economic & Cultural Office
The Boeing Company
Wells Fargo HSBC Trade Bank

1-4 Years with the Trade Alliance

Cain Creative
Comfort Suites Downtown Seattle
DFDS Transport
Dorsey & Whitney L.L.P.
FIS Translations (Division of Foundation for
International Services, Inc.)
GM Nameplate, Inc.
Hungarian Telephone and Cable Company
Japan External Trade Organization (JETRO) - Seattle
Pacific Northwest National Laboratory - Seattle
Porter Novelli
Puget Sound Energy
Regal Financial Bank
Robert Callard & Associates LLC
Screamer Hats
Sinometrics
UBS Financial Services
Washington State University - West

Connected to the World

Target Market Report Quantifies Greater Seattle Trading Partners

It's often said that no region is tied to international trade more than the Greater Seattle region. In fact, the rigging of our mast is entangled in a myriad of ways to the sails of the global economy. Recently, the Trade Alliance quantified these links in our 2005 Target Market Report.

Every few years the Trade Alliance produces a Target Market Report that broadly surveys who are the international trading partners of the Greater Seattle region. When we say "trade" we aren't just talking about merchandise exports, we are also referring to imports, waterborne trade, airborne trade, international students, tourists, investment and all the other facets of the region's international trade picture. All of these things are part of international

trade. For example, not only did international tourists spend one billion dollars in Washington State last year, but a tourist may one day become an investor, an international student, or a business partner. Last year, international students contributed more than \$240 million to the Washington State economy.

The report tells the story of who our international trade partners are and what trends have emerged over the last ten years. The 2005 report tells at least three big stories. First, China, as we might expect from reading the newspapers, has become one of the most important trading partners for the Puget Sound region. China is now the number one trading partner through the Port of

Seattle and is second at the Port of Tacoma.

Washington exports to China increased 253% since 2000, and 768% since 1991. China is also the second-largest source for international students at the University of Washington and fourth for all higher educational institutions in the state. Microsoft keeps a keen eye on the China market, the second-largest market for PCs in the world. When the Trade Alliance first published a Target Market Report in 1992, China was the promised future of large trade for our region. Today, the future has arrived.

During that same time period, Japan has maintained its place as one of our most important trading partners. Japan,

Washington's 2004 Top Export Customers

Rank	Exports w/o Aircraft	\$US B	Exports w/Aircraft No Pass-Throughs	\$US B	Exports w/Aircraft & Pass-Throughs	\$US B
1	Canada	3.6	Japan	\$6.3	Japan	8.8
2	Japan	3.3	Canada	4.0	Canada	8.8
3	China	1.7	China	3.0	China	4.2
4	Taiwan	1.2	Taiwan	2.1	South Korea	3.3
5	South Korea	0.9	South Korea	2.0	Taiwan	2.8
6	Mexico	0.5	Ireland	1.5	France	2.0
7	United Kingdom	0.5	Singapore	1.5	Netherlands	1.7
8	Philippines	0.5	France	1.3	Singapore	1.6
9	Netherlands	0.4	United Kingdom	1.1	Ireland	1.5
10	Germany	0.4	Australia	1.1	United Kingdom	1.0

2004 Top WA Airborne Customers, ranked by \$Millions					
1	Japan	\$1,094,342	12	Hong Kong	\$131,876
2	United Kingdom	\$960,975	13	Ireland	\$85,968
3	Taiwan	\$639,437	14	South Korea	\$73,1224
4	France	\$592,998	15	Australia	\$45,580
5	Netherlands	\$563,531	16	Thailand	\$40,398
6	Canada	\$537,976	17	Russia	\$39,892
7	China	\$524,174	18	Vietnam	\$20,530
8	Singapore	\$512,648	19	Indonesia	\$18,596
9	Germany	\$471,144	20	Pakistan	\$4,962
10	Philippines	\$446,694		All other countries	\$771,381
11	Malaysia	\$203,780		TOTAL	\$8,315,556

despite more than a decade of economic malaise, continues to be a huge customer for this region across all sectors. Japan is still the largest customer for the Port of Tacoma and is the Port of Seattle's second-largest. Japan is the largest airborne cargo trading

2004 Waterborne Trading Partners: Ports of Seattle & Tacoma Combined (US \$ B)

1	Japan	21.08
2	China	17.67
3	So Korea	5.32
4	Taiwan	3.56
5	Hong Kong	1.47
6	Thailand	1.14
7	Malaysia	1.02
8	Indonesia	0.96
9	Philippines	0.53
10	Vietnam	0.52
11	Singapore	0.44
12	Australia	0.43
13	Canada	0.37
14	Russia	0.34
15	Macau	0.23
16	India	0.21
17	Bangladesh	0.15
18	New Zealand	0.15
19	Germany	0.15
20	Cambodia	0.13

partner and is one of the two largest foreign investors in Washington State. And all those Japanese you see cheering for Ichiro down at Safeco Field help make Japan our largest source of international tourists.

Of course, even as the glow of Asia catches our eyes, we should not forget our neighbor to the north. Canada has grown tremendously as a trade partner over the last ten years. When we subtract the high-price commodity of airplanes, Canada is Washington State's largest export customer. Canada tops even Japan as our state's number one source for foreign investment.

Although many of our partners of ten years ago remain so today, what we once thought of as opportunity markets—places that in the future could be large partners—have now emerged to large current trading partner status. Vietnam, for example, made the top ten for trading partners through the Port of Seattle in 2004.

There are many more trends, facts and lessons contained in

the Target Market Report, including the fact that for airborne cargo, our state does just as much trade with Europe as it does with Asia. If you're interested in reading more about the Puget Sound region's international markets or would like a copy of the report, contact Sam Kaplan at samk@seattlechamber.com.

The Target Market Report was researched and written by Donna Gary-Gogerty.



2004 Foreign Direct Investment in the US: Country Detail for Capital Inflows Billions of US \$ - Not seasonally adjusted	
Canada	\$104.90
United Kingdom	\$28.60
Japan	\$14.48
France	\$8.94
Netherlands	\$8.63
Switzerland	\$3.69
EU 15	-\$3.77
EU 25	\$51.81
OPEC	\$1.22

PATRON PROFILE: Baldwin M&A Partners LLC

Buying or selling a business can be a very complex and risky proposition, often filled with unexpected dangers, unwanted surprises and even disappointments. With the assistance of an experienced mergers and acquisition advisory firm like Baldwin M&A Partners, a business leader can avoid these pitfalls and enjoy a stress free and highly successful sales transaction.

Since 1977, Baldwin M&A Partners has been helping business owners and managers maximize the financial and strategic benefits from acquisitions or business divestitures. Often this is in the form of a complete sale of the company prior to the owner's retirement, the sale of an unwanted portion of a business, or the purchase of a new business unit to diversify or build critical mass at an earlier stage in the life-cycle of the company.

It is no surprise that, given the dominant presence of The Boeing Company in the Greater Seattle region, together with the extensive infrastructure of aerospace sub-contractors, Baldwin M&A Partners has for many years been actively engaged in buying and selling aerospace, defense companies and other businesses with similarly complex manufacturing technologies. This has always been and continues to be a vital part of the success story at Baldwin M&A Partners.

Today, Baldwin M&A Partners is attracting both national and overseas investment into the Puget Sound area, encouraging private and

strategic investors to acquire local companies and capitalize on our highly diversified work force and broad range of skills and technologies.

The Greater Seattle area is fortunate to have a wide variety of industries, including not only aerospace, but also software development, biotechnology, fisheries, business services, transportation, forestry and many more. No matter what the core business platform is, Baldwin M&A Partners can provide the professional advisory services necessary, with integrity and in confidence, to ensure the ultimate success of the transaction.

Baldwin M&A Partners continues to benefit from its long standing membership and global reach through IMAP, an international network of mergers and acquisition professionals with offices in every state in the US and in 31 different nations.

BALDWIN M&A PARTNERS LLC

For further information on Baldwin M&A Partners LLC, please visit their web site at www.baldwinpartners.net. For more information on IMAP, please visit www.imap.com.

Principals: Brian Baldwin
bbaldwin@baldwinpartners.net,
 Ron Savage: rsavage@baldwinpartners.net.
 Tel: 206.499.3210

Join Us! Trade Alliance Membership Information

The Trade Alliance welcomes companies and organizations to join our membership. Nearly 200 firms are currently members. Members will:

- be included in our data base according to specific geographic and business interests;
- be informed about international business visitors and opportunities to participate in outbound trade missions to targeted international markets via our "matchmaker" program;
- receive reduced rates for Trade Alliance programs and marketing materials;

- be featured on the Seattle Business Directory and Business Trip Guide on the Trade Alliance's web site;
- be asked to serve on ad hoc committees concerning Trade Alliance policy and planning;
- receive our quarterly newsletter and other regular mailings;
- receive free and automatic linkage from our Internet site to yours.

For more information, or to establish your company's membership, contact Eva Zemandl at (206) 389-7319, or evaz@seattlechamber.com

Visiting the Elephant

Trade Alliance Business and Trade Mission to India

It's big, it's got high tech and it's increasingly economically important. Those are but three of the reasons the Trade Alliance is organizing a mission to India later this year.

The largest democracy in the world and second-largest country (second only to China in population), India has moved onto the world stage in the last ten years, buoyed by success in information technology, a strategic location and the benefits of expanding globalization. The World Bank ranks India's GDP of \$692 billion at 10th place from their previous 12th place ranking for 2004, surpassing Korea and Mexico. It is an ancient country full of youth, with 33 percent of Indians under the age of 15 years. India also has a growing middle class, making it an important current and future trading partner for our region, with Washington exports totaling \$306.9 million in 2004.

Top export commodities from Washington State to India are transportation equipment, computers and electronic products and wood/paper products. Many small to medium sized companies from the Greater Seattle region have significant business interests in India and some are already actively doing business with the country. Boeing and Microsoft also have established relationships in India and Bill Gates recently announced that Microsoft will invest \$1.7 billion in India over the next four years, further increasing Greater Seattle's ties with India.

The Cities

Mumbai, formerly known as Bombay, is the capital of the Indian state of Maharashtra. Mumbai is the economic powerhouse and financial center of India and is the most populous city in India with an estimated population of about 16.4 million people. The city, which has a deep natural harbor, is also the largest port in Western India

and acts as the principal gateway to Southern India.

Bangalore, a city with a population of 5.7 million people, is regarded as one of the country's most progressive cities.

Bangalore has become the science and technology center in India, and home to many multinational corporations. The city is known as India's Silicon Valley and has been a software center for decades. Over half of India's software exports come from Bangalore and technology parks are many and spread throughout the city.

New Delhi, as India's capital, is a political and business hub and home to many foreign expatriates. The city has a population of 12.7 million people.

Key industries in New Delhi include information technology, telecommunications, banking and life-sciences. New Delhi is second only to Bangalore in India's IT and IT enabled services exports. New Delhi has also become the host for many consumer goods industries, which have established manufacturing facilities and headquarters in the city.

For information on registration, including finalized dates, program and cost as they become available, please contact "A" Boungjaktha at 206-389-7289 or by email at

neepapornb@seattlechamber.com



What:	Business and Trade Mission to India
When:	November 24 - December 6, 2006
Where:	Mumbai, Bangalore and New Delhi



TRADE
DEVELOPMENT
ALLIANCE
of
GREATER
SEATTLE

The Trade Development Alliance of Greater Seattle is a partnership of the **City of Seattle, City of Everett, Port of Seattle, Port of Tacoma, Metropolitan King County Government, Snohomish County, Pierce County, organized labor** and the **Greater Seattle Chamber of Commerce**. The Trade Alliance is dedicated to promoting this region as one of North America's premier international gateways and commercial centers. Through cooperative efforts, this coalition of public and private-sector organizations will enlist its members' unique and diverse resources to accomplish this goal.

1301 Fifth Avenue, Suite 2500
Seattle, Washington 98101-2603 U.S.A.
Tel: (206) 389-7301
Fax: (206) 624-5689
www.seattletradealliance.com
Email: tdags@seattlechamber.com

Trade Development Alliance of Greater Seattle
1301 Fifth Avenue, Suite 2500
Seattle, Washington 98101-2603 U.S.A.

PRSRT STD
US POSTAGE
PAID
Permit No. 1031
Seattle, WA